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- DATE: 06/11/93 SALES INFORMATION SYSTEM TIME: 08:11 -  
- SUBJECT: PATHMARK SUPERMARKETS SENDER: NICK KURUC 1240 -  
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O: ALL DIVISION/DISTRICT MANAGERS WITH PATHMARK SUPERMARKET STORES

RE: PATHMARK SUPERMARKETS (0522-00-00)

DEAR MANAGERS:

AS PREVIOUSLY COMMUNICATED, PATHMARK HAS APPROVED MONARCH FOR DISTRIBUTION IN ALL STORES. LISTED BELOW ARE PRELIMINARY DETAILS OF THIS PROGRAM:

- > PRICE POINT- MONARCH WILL SELL AT THE LOWEST PRICE POINT IN ALL STORES. COMPARABLE TO ITS "NO FRILLS" BRAND.
- > DISPLAY - YOU WILL SOON BE RECEIVING DETAILS REGARDING PLACEMENT OF OUR FORSYTH MODULAR PACK/CARTON DISPLAY. TO INCLUDE STORE LIST, PLANOGRAM ETC.  
MONARCH WILL ALSO RECEIVE SPACE ON THE PM CARTON MERCHANDISER IN THE "SAVINGS SECTION". A REVISED PLANOGRAM WILL BE FORWARDED.
- > ADVERTISING: MONARCH POS HAS BEEN AUTHORIZED FOR ALL STORES. TO INCLUDE A LARGE PASTER FOR PLACEMENT IN WINDOWS AT THE STORE ENTRANCE.

I WILL BE SENDING TO YOUR OFFICES FLOOR DISPLAY LIST AUTHORIZATIONS, PM CARTON FIXTURE (REVISED) PLANOGRAM, AND A COPY OF THE STORE MANAGER BULLETIN OUTLINING THE ENTIRE PROGRAM, INCLUDING STORE POS.

IN THE MEANTIME, PLEASE ENSURE THAN THE BRAND HAS BEEN PLACED IN OUR "LANE BLOCKER" AND "WRAPAROUND" DISPLAYS AS PREVIOUSLY COMMUNICATED.

REGARDS.

NICK

G. N. KURUC, JR.

GK

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CC: E. M. MCATEE  
APPLICABLE RSM'S

\*\*\* END OF MESSAGE \*\*\*

BS  
JD  
KV  
HK  
FV  
HV  
RH

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# Pathmark Supermarkets

## Pathmark Lane Blocker (front view)

<b>MONARCH</b>
(monarch product)
(Monarch Price/Pk.)
<b>RJR FULL PRICE PREMIUM PROMOTION</b>
<i>Competitive section</i> (when empty place anything)

## Pathmark UPM (Top View)

<b>Doral Couponed product / packs</b>	<b>RJR F/P Prem. Promo.</b>
<b>Monarch Packs</b>	
<b>Price per Pack Signage!</b>	
<b>RJR Full Price Couponed Product</b> (inc. V.U.L. \$.50 / W. \$.40)	